

9. 15. 1948
u/s bay
Add
Add

UNITED STATES DEPARTMENT OF AGRICULTURE
Bureau of Agricultural Economics

HOMEMAKERS' ACCEPTANCE OF NUTRITION INFORMATION IN AN URBAN COMMUNITY

February 1948
Washington, D. C.

MAR 8 1948

	<u>Page</u>
Introduction	1
Major findings	2
Section I	
Level of information on nutrition among homemakers and their attitudes toward nutrition information	3
Section II	
Effectiveness of various media of public education used in dissemination of nutrition information	10
Section III	
What are some prime motivating factors that can be used as a basis for educational procedure designed to promote more widespread use of nutrition infor- mation among homemakers?	20
APPENDIX	
Tables referred to in text	23
Classification of kinds of information wanted by homemakers	61
Rating scale for level of information on nutrition	62
Rating scale for interest in food and its preparation; and interest in nutrition	67
Validation of the sample	71

This study was made at the request
of the Nutrition Programs Office,
Food Distribution Programs Branch,
Production and Marketing Administration

HOMEMAKERS' ACCEPTANCE OF NUTRITION INFORMATION IN AN URBAN COMMUNITY

INTRODUCTION

Purpose and Plan of the Study

Various media carried information about food to American women all during the war years. Many government agencies and private organizations engaged in educational projects to further the spread of understanding about the importance of adequate nutrition. Much of this activity is still in progress.

It is extremely important for all agencies and persons, governmental or private, who are engaged in the educational program to know how effectively the homemakers are being informed on nutrition and which media for communicating information are most effective. Equally important is the question of motivation. For example, if homemakers are in a stress situation with respect to foods can they be stimulated to seek and use methods of reducing their problem? One approach, therefore, is to try to discover whether homemakers feel that they are in a stress situation in regard to food, the nature of such stresses as may exist, and the attitudes of women toward the kind of solution they may get by obtaining and using nutrition information. Another is to ask women to choose, among a list of possible motivations, the one that would get them to use nutrition information.

The findings given here fall under three major objectives:

1948
1. To measure the level of information regarding nutrition among homemakers in an urban community and to learn the attitudes of the women toward food and nutrition information. 1/

1949
2. To analyze the effectiveness of various media that are used in the dissemination of nutrition information.

3. To attempt to ascertain certain prime motivating factors that can be used as a basis for educational procedures to promote wider use of nutrition and food information among homemakers.

The data were gathered through personal interviews in which respondents were given an opportunity to talk freely about any problems, introduced by a questionnaire that was used in the interviews. It included 96 questions, and the interviews averaged 1 hour and 10 minutes in length. The interviewing was done in June and July 1947 by members of the staff of the Division of Special Surveys, Bureau of Agricultural Economics.

The Sample Used

The universe from which the sample was drawn comprised all of the homemakers in the metropolitan area of Richmond. This area included the city proper and a small part of both Henrico and Chesterfield Counties. A homemaker

1/ In the fall of 1943 a nutrition study was made in Richmond, Va., by the Bureau of Agricultural Economics. One of its objectives was to measure the level of information on nutrition among homemakers in Richmond. A comparison of the 1943 and the 1947 findings is made in this report.

was defined as the person in the household who has the major responsibility for planning and preparing the meals. Sample blocks were selected with the use of census-block statistics to give a representative cross section of all homemakers. Four hundred women were interviewed.

Women who were "not at home" on the interviewer's first call were revisited twice. If they were not at home after the third call, a substitution was made.

Characteristics of the sample and its validation are found in the appendix.

MAJOR FINDINGS

Homemakers' level of information on nutrition and their attitudes toward food and nutrition information

Half the homemakers have little or no information on nutrition. A very small proportion (4 percent) of these homemakers were rated as having adequate information on nutrition. The remaining 46 percent were rated as having some information on nutrition.

About one-half the women included foods from all the seven basic food groups in their daily menu.

Homemakers showed more interest in information about food and its preparation than in nutrition.

Effectiveness of various media that are used in dissemination of food and nutrition information

Nine out of ten women reported having newspapers, magazines, or radios in their homes.

Most homemakers said they got most of their ideas on food or nutrition from newspapers and magazines.

The majority of homemakers who said they have used the ideas have been primarily interested in information on preparing new dishes and recipes.

Although one-half the women said they had heard of classes or meetings on nutrition, only one-sixth said they had ever attended.

The majority of the women who did not attend said matters of convenience prevented their attendance.

One out of every three in the sample said they had taken classes in nutrition or cooking while in school. Seven out of ten women who had done so thought the classes were helpful.

Mothers of almost half the children attending school attributed some nutrition information to their children's experience in school.

The homemakers in the sample said they thought newspapers and magazines the most helpful for disseminating food and nutrition information. Other media considered helpful were: radio, booklets and pamphlets, and classes or meetings.

Close to 9 out of 10 homemakers reported that they received information on food or nutrition from the various sources discussed in this study.

Motivation

Eight out of ten women said they were then in a stress situation with regard to food. The majority of them felt that additional nutrition information would help their situation.

An appeal cannot be made successfully, however, on the ground that their families do not have the right kinds of food to eat. Eight out of ten women said they thought the members of their families were getting well-balanced meals.

Homemakers said they thought that three motivating methods to get women to use nutrition information would be:

1. To point out to them that the foods they should eat are better for the health and growth of their children;

2. To point out to them that if they and their families eat the foods they should, they will have more energy and live longer; and

3. To point out to them the importance to health of the foods they should eat.

SECTION I: Level of information on nutrition among homemakers and their attitudes toward food and nutrition information

Do Richmond homemakers understand the major principles of nutrition?

Has there been any change in the levels of nutrition information since 1943?

An attempt has been made in this study to evaluate the homemaker's level of nutrition information. ^{2/} The ratings developed for this evaluation were set up in three groups: adequate information, some information, and little or no information on nutrition. The ratings for the upper or adequate group were designed to identify the women who had a good working knowledge of nutrition, although it would not, of course, approach that of a trained nutritionist. At this level, it was expected that the homemaker would have some definite nutrition information and be able to qualify it in a general way. An answer like the following would place her in this upper group (adequate information), "Meat was included in the meal because it contains proteins needed for building body tissues." Unqualified answers would fall in the middle group (some information on nutrition), "Meat was included in the meal because it contains proteins." Any responses that did not contain any nutrition information such as, "Meat was included because we like it," would fall into the lower group (little or no information on nutrition).

^{2/} The codes and questions used for this rating are in the Appendix. The codes were developed cooperatively by the Bureau of Human Nutrition and Home Economics and the Bureau of Agricultural Economics.

Responses to the questions used in this rating scale were individually ranked into the low, middle or upper group. The scores for these questions were then combined to obtain the over-all levels of nutrition information. In this combination, questions calling for reasons were given greater weight than those where a simple answer might be given without evidence of any nutrition information.

Analysis of these ratings indicate that half the homemakers in Richmond have little or no information on nutrition, 46 percent were rated as having some information, and a small proportion (4 percent) have adequate information of the subject. These results indicate that no larger proportion of homemakers have adequate information now than in 1943. In a similar survey made then, the findings were almost identical (table 1).

Table 1.-Level of information on nutrition

	<u>1947</u> <u>Percent</u>	<u>1943</u> <u>Percent</u>
Adequate	4	5
Some	46	47
Little or none	<u>50</u> <u>100%</u>	<u>48</u> <u>100%</u>
Number of cases:	400	191

What are some factors that seem to affect a homemaker's information on nutrition? 3/

Detailed analysis shows the marked relationship of race, income, age, and education.

Most homemakers with some information of nutrition are found in one or more of the following groups: White, 44 years of age and under, in the middle and upper income groups 4/, with a high school or college education.

: Most homemakers with little or no information on nutrition are found to be in one or more of the following groups: Negro, over 44 years of age, in the lower and middle income groups 4/, with grammar-school education.

(Tables 14, 15, 16, 17.)

3/ The proportion of homemakers with an adequate knowledge of nutrition was too small to attempt any analysis of the group. Throughout this report, only two groups are considered: Homemakers with some or adequate nutrition knowledge, and homemakers with little or no knowledge of nutrition.

4/ The distribution of gross cash weekly family income was divided into lower, middle and upper thirds corresponding to \$47 and under, \$48 - \$71, and above \$71, respectively. Income was not ascertained in four cases which are omitted from all tables of cross correlation with income.

Two other factors seem related to the levels of nutrition information. They are exposure to the "Basic Seven Chart" and nutrition training in school.

Exposure to the Basic Seven Chart:^{5/} All the homemakers in the sample were shown a copy of the Basic Seven Chart and asked whether they had ever seen it. This chart is a graphic presentation of the seven groups of foods that should be included daily for nutritionally well-balanced meals. The educational program conducted by the Government and private industry has apparently been very successful in getting the Basic Seven Chart distributed to the homemakers in Richmond. About one-half the homemakers in the sample said they had seen the chart. (Table 2.)

Table 2.-Acquaintance with Basic Seven Chart

	1947 <u>Percent</u>
Reported they had seen the chart	54
Reported they had not seen the chart	<u>46</u> 100%
Number of cases:	400

A higher proportion of the women who had seen the Basic Seven Chart ranked as having a higher level of nutrition information than did the women who had not seen the chart. Fifty-six percent of the homemakers who said they had seen it, have some knowledge of nutrition. Of those who said they had not been exposed to the chart, only 42 percent are on this level (table 18).

Nutrition training in school: Homemakers who have taken food courses in school at some time seem to have more knowledge of nutrition than those who have not taken such courses. Among women who have taken them in school, 7 out of 10 have some knowledge of nutrition but only 1 in 4 who have not taken them were rated as having some knowledge of nutrition (table 19).

How adequate are the daily menus of Richmond homemakers?

The homemaker was asked for a detailed listing of the foods served the day previous to the one on which she was interviewed. In order to measure the adequacy of this menu, it was evaluated in terms of the Basic Seven food groups. An adequate menu is defined here as one in which there were at least the minimum number of servings from each of the Basic Seven food groups, except milk, as given in the National Food Guide. Milk was considered adequate in the given menu if there was evidence that it had been served. When an analysis of the daily menus was made, it was found that about one-half the homemakers provided at least the minimum number of servings suggested for each food group (table 3).

^{5/} A chart first published at the request of the Nutrition Division, Office of Defense Health and Welfare Service, Office of Emergency Management. This chart has been reissued a number of times and is now published by the Department of Agriculture.

Table 3.-Number of women who reported they serve food from all seven basic food groups

Do serve food from all seven groups	49 percent
Do not serve food from all seven groups	51 percent
Number of cases: 400	

The milk bought for the family was reported separately. When this weekly quantity was analyzed on the basis of family needs, it reduced to 21 percent the number of homemakers serving adequate meals.

When the menus of the homemakers who do not include food from all the seven basic food groups are examined, certain food groups are found to be used more often than others. Almost all the homemakers included foods from the milk-products group and the group including meat, poultry, fish, etc. On the other hand, over one-half did not include any citrus fruits, and slightly fewer omitted the leafy green and yellow vegetables. Approximately one out of five homemakers did not include either citrus fruits or green and yellow vegetables.

Of the 51 percent (204) of the women in the sample who did not serve foods from all the basic seven food groups, 6/

39 percent did not serve foods in Group I
55 percent did not serve foods in Group II
10 percent did not serve foods in Group III
6 percent did not serve foods in Group IV
2 percent did not serve foods in Group V

100 percent served foods in Group VI
100 percent served foods in Group VII

16 percent did not serve foods from either Groups I and II

What effect does age, education, race, and income seem to have on the adequacy of the daily menu?

The same pattern that is found in the relationship of these four factors to levels of nutrition knowledge is present here. Although an adequate menu was served by one-half the homemakers, further analysis shows that:

Most homemakers who serve an adequate menu are found in one or more of the following groups: White, 44 and under, in the middle and upper income groups, with high school or college education. (Tables 20, 21, 22, and 23.)

Most homemakers who do not serve an adequate menu are found in one or more of the following groups: Negro, over 44, in the lower and middle income groups, with grammar school education.

6/ Group I: leafy, green, and yellow vegetables; Group II: citrus fruit, tomatoes, raw cabbage; Group III: potatoes and other vegetables and fruits; Group IV: milk, cheese, ice cream; Group V: meat, poultry, fish, eggs, dried peas, beans; Group VI: bread, flour, cereals whole-grain or enriched; Group VII: butter and fortified margarine.

This study shows also that almost 6 out of 10 homemakers who have some knowledge of nutrition apparently served an adequate daily menu, whereas, only 4 out of 10 homemakers with little or no knowledge of nutrition did (table 24).

What is the relation between the homemaker's interest in information on nutrition or food and the composition of the daily menu? 7/

Homemakers who indicate some interest in information on food or nutrition are likely to serve an adequate daily menu. Although one-half the homemakers who have been ranked as showing interest in either nutrition or food information said they served food from all seven basic food groups, only one-third of the women who rated "little or no interest" said they were serving from all groups (tables 25, 26).

Are the homemakers including enough milk in their family diet?

Although most of the homemakers in our sample include some milk in their menu; many of their families are not getting the minimum milk required in the diet. Only 4 out of 10 families were rated as using enough milk (table 4). 8/

Table 4.-Percentage of homemakers who meet the minimum milk requirements in their family's diet

	<u>Percent</u>
Meet minimum milk requirements	41
Do not meet minimum milk requirements	54
Not ascertained	5
	<u>100%</u>
Number of cases: 400	

7/ A discussion of the method used for rating the degree of interest in the information is given on page 3.

8/ The milk requirements were developed in cooperation with the Bureau of Human Nutrition and Home Economics. These quantities generally follow those given in the National Food Guide (Revised Basic Seven, 1946). As only the quantity of milk bought was reported, a small allowance was made for the possible purchase of other milk-equivalent foods such as cheese and ice cream.

Number of quarts of milk required for 21 meals in one week:

Children 6 months - 1 year old	7.0	quarts
Children 1 - 3 years of age	5.0	"
Children 4 - 6 years of age	5.0	"
Children 7 - 9 years of age	5.0	"
Children 10 - 12 years of age	6.0	"
Children 13 - 15 years of age	7.0	"
Children 16 - 20 years of age	6.0	"
Women	3.0	"
Men	3.0	"

It is to be noted that this proportion is the same regardless of the adequacy of the daily menu (table 27).

How do homemakers in Richmond feel about getting additional information about food and nutrition? What kind of information do they want most?

It is evident that additional information about food and nutrition will be well received. Close to three out of four homemakers said they would like to have additional information (table 28). They show definite preference for the kinds of information they want. A high proportion said they want more information about new dishes and recipes. They did not show so much interest in information on nutrition as such, basic fundamentals of cooking, or how to buy food (table 29).

"Yes, I would like more information--especially on fixing up vegetables so the children will eat them. They say it always tastes the same."

What factors seem to affect the homemaker's attitude toward receiving additional information? The kind of information she would like to have?

Age seems to be associated to some extent with the homemaker's wish for additional information. Women 44 years old and under showed a greater interest in obtaining information than did those who are older (table 30).

More women who have some knowledge of nutrition seemed to prefer information on it than did those who have little or no knowledge. Nutrition information is wanted by 27 percent of the homemakers with some or adequate nutrition knowledge. Only 14 percent of the women with little or no knowledge said they want more information of this kind (table 31).

How many of these women have a personal interest in nutrition information? In other information about food?

To measure the homemaker's degree of interest in nutrition ^{9/}, 22 questions were first analyzed individually. These questions fell into four groups, concerning

1. Information gained in the last few years
2. Wish for additional information
3. Use made of information
4. Changes made in menu because of information

The rating scale was similar for all the questions. For example, responses to questions in the first group were coded as to whether the homemaker had gained much information, some information, or no information. The ratings for each group of questions were then combined to obtain a single rating of either active interest, some interest, or little or no interest in nutrition information.

^{9/} Questions and codes used are in the Appendix. Codes were developed in cooperation with the Bureau of Home Economics and Human Nutrition.

The same procedure was followed, based on the same questions, to obtain the rating on interest in other information about food. 10/

When the resultant ratings are examined, it is found that the majority of these homemakers say they have a definite interest in both nutrition information and information about food. A higher proportion, however, claim an interest in food information than in nutrition. While 85 percent of the women were rated as having either active or some interest in information on food, only 67 percent showed interest in nutrition information (table 5).

Table 5.-Relation between degree of homemakers' interest in food information and nutrition 1/

	Homemakers' interest in nutrition infor- mation	Homemakers' interest in information about food
	Percent	Percent
Active interest	18	17
Some interest	49	68
Little or no interest	33	15
	100%	100%
Number of cases:	400	400

1/ This includes information on food preparation, new dishes, and new recipes.

What effect do age, education, race, and income have on the homemaker's interest in food and nutrition in Richmond?

Age and education seem to have some effect on the homemaker's interest in both nutrition and other information on food. Fewer women over 44 show some interest in either kind than the younger women. In addition, more homemakers 44 and under are rated as having a greater interest in both kinds of information than those who are older (tables 32, 33).

A similar relation is found between education and interest in information. More women with high school or college training show interest in both kinds of information than do those with less schooling. In addition, homemakers with higher education show a greater degree of interest than those with grammar-school training only (tables 34, 35). No relation is found with either race or income.

What effect does the Richmond homemaker's level of nutrition knowledge have on her interest in nutrition information? In other information on food?

Interest in information about food was found among a high proportion of the women regardless of how much nutrition information they now have. This is not evident, however, when the relation between level of nutrition information and interest in nutrition information is examined. Almost four out of five

10/ This included information on food preparation, new dishes, and new recipes. See page 67 of the Appendix for the classification used to set up these groups.

homemakers who had some knowledge of nutrition said they had an interest in nutrition information but just a little over half the women who had little or no knowledge of nutrition have been rated as interested. Similarly, the degree of interest is greater among women who have some knowledge of nutrition than those with little or none (tables 36, 37).

SECTION II: Effectiveness of various media of public education that are used in dissemination of nutrition information

How many women said they have the various media in their homes?

Radio: Eight out of ten women said they have a radio in working order.

Newspapers: Almost all the women said they receive a daily newspaper.

Magazines: Seven out of ten women reported having some magazines in their homes.

Booklets and pamphlets: Four out of ten women said they have booklets and pamphlets in their homes.

Through which media do Richmond women say they receive food and nutrition information? Which media are most effective?

Richmond homemakers get ideas on nutrition from various sources but the most popular may be grouped in four classes. ^{11/} Thus, more than half the women said they receive ideas through newspapers and magazines. Radio is the next medium through which Richmond women get nutrition ideas with friends and neighbors and booklets ranking somewhat below radio (table 6).

The proportion of homemakers who said they used the ideas they got is especially important in rating the effectiveness of particular media. Ideas obtained from newspapers and magazines are used by more women than those attributed to any other source with radio ranking next in effectiveness (table 7).

Table 6.-Percentage of women who said they had gotten ideas from various media

Media	Had gotten ideas Percent
Newspapers and magazines	56
Radio	38
Friends, neighbors, or family members	30
Booklets and pamphlets	29
Number of cases: 400	*

* Percentages total to more than 100 as some women mentioned more than one medium.

^{11/} Other sources of information are: nutrition meetings, cooking classes, and information that children bring home from school. These are discussed in some detail later in the report.

Table 7.-Percentage of women who said they had used ideas gotten from various media

Media	Have used ideas gotten	
	Percent	
Newspapers and magazines	46	
Radio	29	
Friends, neighbors, or family member	25	
Booklets and pamphlets	23	
	*	
Number of cases: 400		

* Percentages total to more than 100 as some women mentioned more than one medium.

Are these four media equally effective in reaching the various groups of women in Richmond?

In getting information out to homemakers, certain factors that characterize groups of women need to be considered. The work of an informational agency will be easier if it knows the characteristics of groups that respond differently, in terms of their different interests. In this connection, such group characteristics as age, race, income, and education are significant. Another consideration in this particular study is the effect of levels of information on nutrition. The data obtained about these sources are here given in relation to these factors, if there is any significant statistical relationship.

Newspapers and magazines as a source of information: Newspapers and magazines are the most popular source of information but greater use has been made of them by certain groups in our sample. Women 44 years of age and under, women whose family income is in the middle and upper brackets, those with more than grammar-school education, and those classified as having some nutrition knowledge reported using this medium to a much greater degree than did women in any of the other groups (tables 38, 39, 40, 41, 42).

The radio: This medium seems equally effective among the various groups of homemakers. Approximately the same proportion of women were reached, regardless of age, education, race, and income.

Friends and neighbors: The homemaker's age seems to affect her choice of this medium. Thirty-five percent of the homemakers who were 44 and under said they had gotten ideas from friends and neighbors, but only 22 percent of the women over 44 said they had used this medium (table 43).

Booklets and pamphlets: ^{12/} There is apparently some relation between age and attributing new ideas to booklets and pamphlets. More women 44 years of age and under said they have used them than did women who are over 44. Similarly, a higher proportion of those who have high-school or college education use them than do women with less schooling. Finally more women who were

^{12/} Homemakers were also asked where they had obtained these booklets and pamphlets. The most popular source was the local store. See table 108 in the Appendix for a complete list.

rated as having some knowledge of nutrition said they got ideas from this source than did women who have been ranked as having little or no nutrition knowledge (tables 44, 45, 46).

What are the kinds of information 13/ these homemakers said they have obtained through the four most common media?

The majority of these women who have used these four media said they have been primarily interested in information on the preparation of new dishes and on recipes. Nutrition information was the next most frequently mentioned. Very few homemakers mentioned "how to buy food" or basic fundamentals of cooking (table 8).

"There are some splendid recipes in the column every day. I've tried some of those salads and so on. They seemed to sound very good and turned out well. It helps a lot in fixing your meals to get new ideas."

Table 8.-Number of women who obtained ideas through various media

Kinds of ideas	:		Newspapers		Booklets
	Friends and neighbors	Percent	Radio	and magazines	and pamphlets
	Percent	Percent	Percent	Percent	
Preparation of new dishes and recipes	64	79	83	68	
Nutrition information	25	7	19	23	
Basic fundamentals of cooking	18	12	8	8	
How to buy foods	5	8	4	2	
Number of cases:	113	150	225	116	

*Percentages total to more than 100 as some women mentioned obtaining more than one kind of idea from a medium.

Is the dissemination of any kind of information more effective with a specific medium in Richmond?

The four media are apparently equally effective in the dissemination of information on food but when nutrition information was considered, the radio did not seem to be as effective as any of the other three. Less than 1 out of 10 women who use the radio as a source said they received nutrition information. On the other hand, 2 out of 10 women who use any of the three other media said they have received nutrition information (table 8).

13/ See page 61 for a description of the classifications used to set up these categories.

Are media more effective when used in combination?

In any educational program on nutrition, no single medium is likely to be so effective as a combination of media. This point has been investigated to some extent in this report. Homemakers were classified into two groups: Group I consists of women who said they obtained ideas from four or more sources. Group II contains those who mentioned three or fewer sources of ideas. The results indicate that a higher proportion of homemakers in Group I than in Group II got ideas from the various media discussed in this report (tables 47, 48, 49, 50, 51).

Of greater significance is the proportion of women who reported that they used the ideas gotten from these sources. Once more it is evident that media in combination are more effective: 84 percent of the homemakers in Group II said they used the ideas gotten from the various media and 99 percent of the homemakers in Group I said they had (table 52).

Do Richmond women attend nutrition classes and meetings?

Nutrition classes and meetings have been used extensively in Richmond for presenting nutrition information. To measure their effectiveness, the interviewed women were asked whether they had heard of any nutrition classes or meetings being held in the last few years. If they said "yes," they were asked whether they had ever attended any. Although one-half said they had heard of classes or meetings, only one-sixth said they had attended one or more (table 9).

Table 9.-Percentage of women who attended nutrition meetings and classes

	Percent
Heard of meetings and attended	16
Heard of meetings but did not attend	44
Did not hear of meetings	40
Number of cases: 400	<u>100%</u>

Where do homemakers say they hear about meetings and classes?

Newspapers and friends were the principal ways through which news of meetings and classes reached the homemakers of Richmond, they said. Four out of ten women who reported that they had heard of meetings said they had read about them in the newspaper. Close to 3 out of 10 said friends had told them of such events (table 53).

"Seen it in the papers and heard people talking. They had these food shows and the Club alumni put on demonstrations in different homes. While they are cooking the meals they talk about food values."

What are some factors that were related to attendance in Richmond?

The most important factors seemed to be:

1. Knowing someone else who attends. Close to 8 out of 10 women who attended said they knew someone else who was going (table 54).

2. Whether the homemaker has children and the children's ages.

Analysis of the relation between attendance at meetings and children by age groups showed that women with children 10 years of age and younger are less likely to attend meetings than the group of women who either have no children or have children older than 10 years (table 55).

Did the levels of nutrition knowledge of the homemakers in Richmond have any relation to attendance?

Apparently not. Nearly as many who have little or no nutrition knowledge said they attended as did homemakers with a higher level of knowledge of nutrition.

What effect did age, education, race, and income have on attendance?

Only education and race seem to relate to attendance. A higher proportion of whites than Negroes attended these meetings. Similarly, more women with high-school or college training attended than did those with less education (tables 56, 57). There is no significant relation between attendance and age or income.

What reasons did homemakers give for attending these meetings?

The reason given most frequently was the desire for information on preparing new dishes and recipes. Three out of ten who said they attended reported that as their reason but almost 2 out of 10 said they were curious and wanted to see what was going on. Other reasons for attendance were:

1. Friends and neighbors went
2. Wanted to learn about health and nutrition
3. Wanted to win prizes offered
4. Wanted to learn new cooking methods (Table 58.)

"Because I like to have some variety in my meals. The family sure gets tired of eating the same stuff all the time. If you can fix it differently, they don't mind."

What information received at the meetings did these homemakers consider helpful?

When asked what information from the meetings was most helpful, almost as many (2 out of 10) said information on nutrition as did those who said recipes and food preparation (table 59).

"The general habits--that is emphasizing that no matter what the recipes were, certain foods should be eaten. They showed us many ways food can be prepared that include foods needed, and the food appeared pleasant on the table."

What changes did the women who attended say they made in the meals they served?

Homemakers were asked whether they had made any change in the meals they served because of what they had learned at the meetings. The changes they reported showed some effect of nutrition information. Among the changes mentioned were: Served more vegetables, cooked vegetables for a shorter time, served more meat substitutes (table 60).

"Well, I believe I now serve a pretty well-balanced and healthful diet to my family and I think this nutrition class helped. I learned about food values in technical terms while in college but never did get to follow up the information by application. It just was too complicated. With the Basic Seven there is no problem of remembering technical terms. You have the groups in every-day terminology."

What did the homemakers who attended say they think of these meetings?

Most of the women said they were good. The chief criticism of the few who did not like them (less than one in five) was that they thought they already had the information that was presented (table 61).

Would the homemakers who have attended meetings attend another?

Not many homemakers were willing to commit themselves. The majority said that convenience, e.g., time and place, would have to be considered. Only 2 out of 10 women said they would not attend (table 62).

What reasons for non-attendance were given by the women who said they had heard of meetings but had not attended?

The majority of the homemakers offered one of two reasons:

1. Inconvenience, as time or place, or no one to stay with the children. A high proportion of women 44 years of age and under, or with children under 10 years of age, gave this reason.

"Only that I am taken up with other interests--the PTA meetings--and I am very busy at home. I'm president of the PTA. When you have children you can only do so much."

2. They did not care to learn more about food or nutrition. Most of these women evidently felt they knew enough about them. The majority of homemakers over 44 years of age were in this group.

"No, I think they are grand for young people. But I have been cooking for a long time and do not need that training. My daughter has just married. She should attend if she was not working; it would teach her how to plan meals. It would help her, but I know those things."

(Tables 63, 64, 65).

Does social status in Richmond affect attendance?

Homemakers in Richmond apparently do not feel that women who attend are on different social and economic levels. When they were asked, "Who do you think goes to these meetings and classes?", the majority replied in terms of "people who have the time," "young married women," or "women with no children" (table 66).

"Well, I'll tell you. People that have nothing much to do. I mean people that are fixed different from me. I got three little ones. I don't know if you have any, but if you do, your wife won't be going to meetings. It's only those that aren't tied down that go."

What would induce Richmond women who have heard of meetings to attend them?

Time and place are the two aspects homemakers say must be considered if they are to attend meetings. Slightly more than 5 out of 10 women who said they had heard of meetings but had not attended, said they would go if the meetings were held at a more convenient time and place, and if provision can be made for having the children cared for. The other women in this group, however, said that nothing could be done--they just were not interested in attending (table 67).

"Well, I would attend if they were at the time of the day I could attend. I have small children and you can't take the afternoon off. If they were at night, my husband could take care of the children."

Did these homemakers who thought they had never heard of such meetings think they could be helpful? Would they be willing to attend them?

Homemakers who said they had never heard of such meetings were given a brief description of them and asked whether they thought they would be helpful to them. More than three out of four in this group said "yes," especially in getting nutrition information to them (table 68). Only 3 out of 10 said they would not attend (table 69).

"I think it would be very valuable, if there was such a meeting and maybe there is. I have small children and did not get out much. I think they would be helpful and interesting and I think lots of people would be interested in it. I would be interested myself if we had a class like at the recreation center once a week. I am sure housewives would go to it."

How many homemakers in the sample said they took nutrition or cooking classes while in school?

Responses indicate that one out of three had taken a class in cooking or nutrition while in school (table 10).

Table 10.-Number of women who reported having taken a nutrition or cooking class in school

	<u>Percent</u>
Had taken a nutrition or cooking class in school	34
Had not taken a nutrition or cooking class in school	66
Number of cases: 400	100%

Having taken such courses was closely related to both age and education. As would be expected, a much higher proportion of women with high-school or college educations have had such training than have women with less education (table 70). Half the women who are 44 years of age and under reported having taken such courses; only 1 in 10 who are over 44 so reported (table 71).

How helpful has this in-school training been?

The training seems to have been of value. When the homemakers were asked this question, 7 out of 10 women in this group said the courses had been useful (table 72).

"They definitely have. I still have my recipes in a file. Fact I baked a cake from 'em 2 weeks ago. You just don't forget what you learned then."

How helpful these courses have been evidently depends on when the course was taken. More women said they had taken these courses in elementary and junior high school than in the higher grades 14; yet a higher proportion who had taken them in high school or college considered the courses helpful than did women who had taken them in the lower grades (table 73).

How helpful were these classes compared with other sources of information?

There was no significant difference between the proportion of homemakers who said these classes had been more helpful than other sources of information and those women who held the opposite view (table 74).

What kinds of information were reported as obtained through these classes?

In contrast to the media previously mentioned, a higher proportion of women said they obtained information on the basic fundamentals of cooking than on the preparation of new dishes and recipes. Nutrition information ranked second and new dishes and recipes, third (table 75).

"Oh, well, when I went to John Marshall, the teacher once a month would let a certain portion of the class plan a meal, cook the meal, and serve the meal. That's what I enjoyed most. I still serve my meals the way they taught me then."

14/Fifty-seven percent of the classes taken by the homemakers in the sample were given in grammar or junior high school; 43 percent in high school or college.

How effective have these schools apparently been in the dissemination of nutrition information?

About 41 percent of the homemakers in Richmond have had children attending school in the last 5 years or have children now attending (table 76). Only 19 percent of these children, however, have taken or are taking cooking or nutrition classes (table 77).

Mothers of almost half the children who were attending school when this survey was made, regardless of whether the children had taken cooking or nutrition classes, attributed some nutrition information to the children's experiences in school (table 78). About half the homemakers in this group said they had for some time been using information so brought home.

"They will see something on their plate, green peas and carrots, at school and they want it at home. When I serve them they always consider whether that is what their teacher tells them they should have. The first thing they ask for when they get in from school is a glass of milk. They told me about having carrots with their roast at school and I started preparing that for them."

Which media do Richmond homemakers say they think would be most successful for disseminating nutrition information?

The homemakers were asked, "What would be the best way to get information to women like yourself?" The media mentioned closely paralleled the actual sources the women have been using. Newspapers and magazines, mentioned by almost one-third, was the most popular medium. The other means considered most helpful in their order of choice are: booklets and pamphlets, radio, and meetings and classes (table 11).

Table 11.-Media homemakers say they think most helpful for disseminating nutrition information

Media	Percent
Newspapers and magazines	30
Booklets and pamphlets	19
Radio	16
Meetings and classes	15
Doctors, nurses, clinics	4
Grocery stores	1
School children	1
Movies	*
Miscellaneous sources	4
Don't know	8
Don't understand question	2
Not ascertained	*
	100%

Number of cases: 400

*Less than 1 percent.

What are some factors that seem to affect the choice or mention of medium?

Newspapers and magazines: This source was considered most effective by the majority of the women but certain groups show greater preference for this source than do others. These groups are:

- Homemakers with some or adequate nutrition information
- Homemakers who have either high-school or college education
- Homemakers who are white
- Homemakers who are in the middle or upper income groups

Radio: About the same proportion of women in the various groups, except for homemakers with little education, say they favor the radio. Although only 1 out of 10 women with high-school or college training chose the radio, almost 3 out of 10 women with less education made this choice.

Booklets and pamphlets: Education seems to be the only one of the factors that relates to preference for this medium. Less than 1 woman in 10 with a grammar-school education prefers this source; yet it is the choice of almost 1 in 4 among those who have higher education.

Meetings and classes: About the same proportion of women in all the groups chose this medium (tables 79 to 83).

How many homemakers said they had received food and nutrition information?
What were the kinds of information they said they had received? Did they say they were using this information?

Close to 9 out of 10 homemakers reported receiving some information on food or nutrition from one or more of the various sources discussed in this study.

The kinds of information were classified under two major groups: Nutrition information and information on food and its preparation. It was found that more women said they received information on food and its preparation than on nutrition (table 12). 15/

Table 12.-Number of women who reported having received information on food or nutrition

	Percent
Number who have received information	88
Number who have not received information	12
Number of cases: 400	100%

15/ See classification list on page 61.

Of more significance is the proportion of women who said they used the ideas obtained. Once more it is apparent that greater use is made of information on food and its preparation than on nutrition. Only one-third of the women said they used the nutrition information while close to 6 out of 10 said they used the information on food and its preparation (table 84, 85).

What are some characteristics of the Richmond women who used the information on food or nutrition?

A higher proportion of women in the various groups under A received information than did those listed in the groups under B. After it was received it apparently was used by about equal proportions of those who had the information.

A

B

Who are 44 years old and under	: Who are over 44 years of age
Who have high-school or college education	: Who have a grammar-school education
Who are in middle and upper income groups	: Who are in the lower income group
Who have some or adequate knowledge of nutrition.	: Who have little or no knowledge of nutrition.

(Tables 86 to 93.)

SECTION III: What are some of the prime motivating factors that can be used as a basis for educational procedure to promote wider use of nutrition information among homemakers?

To learn whether a homemaker in a stress situation thinks she would be motivated to use nutrition information in such situations, the following situations were considered:

1. Whether the homemaker had any food problem
2. Whether she felt her family was getting the right kinds of food
3. Whether established family food habits would bar her acceptance of nutrition information.

Can homemakers in Richmond who are in a stress situation with respect to food be motivated to seek and use nutrition information for reducing their problems?

Problem of food: The question of food seems to be causing concern to a high proportion (80 percent) of the women in Richmond (table 94). Almost all the interviewed homemakers complained of the cost of food. Other problems mentioned were poor quality of food and the difficulty in satisfying their family's wants (table 95).

A large proportion of those who said they had a problem had apparently not done much about it. When asked how they had met the problem, half said they had not done anything about it.

"You can't do anything. When you have a family, you have to feed them. The only thing to do is cut down on your amusement. Food is just too important to meddle with."

Most of the other half said they either cut down on the quantity of food bought or they substituted one food for another (table 96).

"Well, I tell you, I'm not buying so much meat. I'm serving vegetables because the family is very fond of fruits and vegetables and I make a lot of salads because the weather is just right for salads. If I do serve meat, I get a small shoulder, as a rule. When we get down to the bone, I make ham patties and things of that sort. I have to do that."

All the homemakers, regardless of whether they said they had a food problem, were then asked, "Have you cut down on any foods because of their cost?" Almost 7 out of 10 women said, "Yes," (table 97). Most of them said they had cut down on meat purchases (table 98).

Do these homemakers select adequate substitutes when they cut down on a food? To measure adequacy of substitution, homemakers were asked the kind of food they were now serving in place of the food cut down on. If the food substituted represented the same basic food value, it was considered adequate. When this was worked out, it was found that almost three out of five of these homemakers seem to make adequate substitutions. There is no relation between adequacy of substitutions and age, education, race, and income (table 13).

Table 13.-Adequacy of food substitution 1/

	<u>Percent</u>
Adequate food substitution was made	58
Adequate food substitution was not made	32
Not ascertained whether substitute was adequate	10
	<u>100%</u>
Number of cases: 279	

1/ Substitutions were considered adequate if representative of approximate nutritive value.

Finally, homemakers were asked whether they thought that nutrition information would be useful to lessen the stress. Evidently nutrition information will be well received for more than 6 out of 10 said that it would help to relieve the stress (table 99).

"Yes, I believe it would. I just feel like, you know, if I knew more about just what to serve, it'd do both of us good. Maybe I could live cheaper. I'm sure there are lots of cheap foods that are good for you--but I don't know what they are."

This proportion was fairly constant for all groups of women except in relation to age. More women 44 years of age and under felt this way, compared with those over 44 (table 100).

Did the homemakers in Richmond say they think that members of their families are getting enough of the right kinds of food?

This question was asked in an attempt to get at another motivating factor. If homemakers felt their families were not getting the right kinds of food, they might want to make use of nutrition information but analysis shows that a very high proportion (80 percent) of the women said they thought that their family members are getting well-balanced meals (tables 101, 102). Among the Negro group, however, a higher proportion said they thought their family members were not getting adequate meals; they said they believed the main reason is the high cost of food (tables 103, 104).

What effect do established family food habits have on a homemaker's willingness to use nutrition information in Richmond?

In attempting to discover motivations, family objections to change must be considered. This does not seem to be much of a problem in Richmond. Almost two-thirds of the interviewed homemakers said their family members did not object to change in kinds of food served. One-third did admit that they do not serve food their families do not care for. Only one in five said family members object to change; the husband is usually the one who takes exception (tables 105, 106).

"No, I don't. My husband's been used to one kind of cooking for a long time and you can't change him. He wants his meat and potatoes regular."

What did homemakers themselves say they think would cause them to use nutrition information?

Homemakers were asked, "What do you think we can tell homemakers like yourself to get them to use information on nutrition?" After they had offered their ideas, they were given a checklist of seven suggestions and asked to select the one they thought best. ^{16/} Almost three out of four indicated that the best way to get women to use nutrition information would be:

1. To point out to them that the foods they should eat are better for the health and growth of their children;
2. To point out to them that if their families eat the foods they should, they will almost certainly have more energy; and
3. To point out to them the importance to health of the foods they should eat.

Ways they say they think are least effective are: By pointing out to them that the foods they should eat taste good; by pointing out to them that if their husbands eat the foods they should, they won't be so likely to lose time off their job and so they won't be so likely to lose income for lost time; by pointing out to them that the foods they should eat look good on the table (table 107).

Analysis shows that there is no statistically significant relation between the homemaker's choice of ways that would cause her to use nutrition information and age, education, race, income, or level of nutrition information.

¹⁶ To avoid any bias, the checklist items were rotated in position so that, sooner or later, each item appeared in the first, middle, and last place on the list.

Table 14 -Relation between level of nutrition information and education

	Educational Level		
	Grammar school Percent	High school Percent	College Percent
Some or adequate information on nutrition	29	61	64
Little or no information on nutrition	71 100%	39 100%	36 100%
Number of cases:	148	208	44

Table 15 -Relation between level of nutrition information and race

	Race	
	White Percent	Negro Percent
Some or adequate information on nutrition	52	40
Little or no information on nutrition	48 100%	60 100%
Number of cases:	299	111

Table 16 -Relation between level of nutrition information and age

	Age Groups	
	44 and under Percent	Over 44 Percent
Some or adequate information on nutrition	56	40
Little or no information on nutrition	44 100%	60 100%
Number of cases:	230	170

Table 17.-Relation between level of nutrition information and income 1/

	Income Groups		
	Lower third Percent	Middle third Percent	Upper third Percent
Some or adequate information on nutrition	36	51	61
Little or no information on nutrition	64 100%	49 100%	39 100%
Number of cases:	132	132	132

1/ The weekly total family-income distribution was divided in lower, middle, and upper thirds corresponding to \$0 - \$47, \$48 - \$70, \$71 and over, respectively. Income was not ascertained in four cases which are omitted from all tables of cross correlation with income.

Table 18.-Relation between level of information on nutrition and exposure to the Basic Seven Chart

	Said had seen the Basic Seven Chart Percent	Said had not seen the Basic Seven Chart Percent
	Percent	Percent
Some or adequate information on nutrition	56	42
Little or no information on nutrition	44 100%	58 100%
Number of cases:	217	183

Table 19.-Relation between level of nutrition information and taking nutrition or cooking class in school

	Reported had taken Percent	Reported had not taken Percent
	Percent	Percent
Some or adequate information on nutrition	70	40
Little or no information on nutrition	30 100%	60 100%
Number of cases:	135	265

Table 20.-Relation between age and reported composition of 1-day menu

	Age Groups	
	<u>44 and under</u> <u>Percent</u>	<u>Over 44</u> <u>Percent</u>
1-day menu included 7 basic groups	56	40
1-day menu did not include 7 basic groups	44 100%	60 100%
Number of cases:	230	170

Table 21.-Relation between educational level and reported composition of the 1-day menu

	Educational Level		
	<u>Grammar</u> <u>school</u> <u>Percent</u>	<u>High</u> <u>school</u> <u>Percent</u>	<u>College</u> <u>Percent</u>
1-day menu included 7 basic groups	30	61	62
1-day menu did not include 7 basic groups	70 100%	39 100%	38 100%
Number of cases:	148	208	44

Table 22.-Relation between race and reported composition of the 1-day menu

	Race	
	<u>White</u> <u>Percent</u>	<u>Negro</u> <u>Percent</u>
1-day menu included 7 basic groups	59	22
1-day menu did not include 7 basic groups	41 100%	78 100%
Number of cases:	289	111

Table 23 .-Relation between income and reported composition of 1-day menu

	Income Groups		
	<u>Lower third</u> <u>Percent</u>	<u>Middle third</u> <u>Percent</u>	<u>Upper third</u> <u>Percent</u>
1-day menu included 7 basic groups	28	52	69
1-day menu did not include 7 basic groups	72	48	31
	100%	100%	100%
Number of cases:	132	132	132

Table 24 .-Relation between level of information on nutrition and reported composition of the 1-day menu

	Level of nutrition information	
	<u>Some or adequate</u> <u>Percent</u>	<u>Little or none</u> <u>Percent</u>
Menu included 7 basic groups	58	40
Menu did not include 7 basic groups	42	60
	100%	100%
Number of cases:	198	202

Table 25 .-Relation between degree of interest in foods and reported composition of the 1-day menu

	Degree of interest in foods		
	<u>Low</u> <u>interest</u> <u>Percent</u>	<u>Medium</u> <u>interest</u> <u>Percent</u>	<u>High</u> <u>interest</u> <u>Percent</u>
Menu included 7 basic groups	35	51	54
Menu did not include 7 basic groups	65	49	46
	100%	100%	100%
Number of cases:	60	273	67

Table 26.-Relation between degree of interest in nutrition and reported composition of the 1-day menu

	Level of nutrition interest		
	Low level	Medium level	High level
	Percent	Percent	Percent
Menu included 7 basic groups	37	54	60
Menu did not include 7 basic groups	63	46	40
Number of cases:	134	196	70

Table 27.-Relation between meeting minimum milk requirement and reported composition of the 1-day menu

	Met minimum milk requirements	Did not meet minimum milk requirements
	Percent	Percent
Homemakers who include food from all 7 basic groups	52	49
Homemakers who do not include food from all 7 basic groups	48	51
Number of cases: 1/	162	216

1/ Does not include 22 cases whose meeting of minimum milk requirements was not ascertained.

Table 28.-Number of homemakers who said they did and didn't want more information about kinds of food to eat

	Percent
Would like to get more information	73
Would not care to get more information	27
Number of cases:	400

Table 29. Replies to the question, "What kind of information do you think would be most useful to you?"

	<u>Percent</u>
Preparation of new dishes and recipes	30
Nutrition information	18
How to buy food	14
Basic fundamentals of cooking	6
Interested; kind of information wanted not ascertained	3
Miscellaneous ideas gotten	2
Not interested in obtaining any information	27
Not ascertained—don't know	9
	*
Number of cases:	400

*Percentages add to more than 100 because some women mentioned more than one kind of information.

Table 30.—Relation between age and reported wish to get more information about kinds of food to eat

	<u>Age Groups</u>	
	<u>44 and under</u> <u>Percent</u>	<u>Over 44</u> <u>Percent</u>
Would like to get more information	85	57
Would not care to get more information	15	43
	<u>100%</u>	<u>100%</u>
Number of cases:	230	170

Table 31.-Relation between level of nutrition information and kinds of additional information wanted

<u>Kinds of information wanted</u>	<u>Level of nutrition information</u>	
	<u>Some or adequate information</u> <u>Percent</u>	<u>Little or no information</u> <u>Percent</u>
Nutrition information	27	14
Preparation of new dishes and recipes	25	28
How to buy food	18	11
Basic fundamentals of cooking	6	6
Interested but kind of information wanted not ascertained	3	3
Miscellaneous ideas gotten	2	2
Not interested in obtaining any information	23	30
Not ascertained - don't know	<u>12</u>	<u>12</u>
	*	*
Number of cases:	198	202

* Percentages total to more than 100 since some homemakers gave more than one kind of information desired.

Table 32.-Relation between age and reported degree of homemaker's interest in nutrition information

<u>Interest in nutrition information</u>	<u>Age Groups</u>	
	<u>44 and under</u> <u>Percent</u>	<u>Over 44</u> <u>Percent</u>
Active interest	23	9
Some interest	51	47
Little or no interest	26	44
	<u>100%</u>	<u>100%</u>
Number of cases:	230	170

Table 33. -Relation between age and reported degree of homemaker's interest in information on food

<u>Interest in information on food other than nutrition</u>	<u>Age Groups</u>	
	<u>44 and under</u> <u>Percent</u>	<u>Over 44</u> <u>Percent</u>
Active interest	22	9
Some interest	70	67
Little or no interest	8	24
	<u>100%</u>	<u>100%</u>
Number of cases:	230	170

Table 34. -Relation between education and reported degree of interest homemakers' have in nutrition information

<u>Interest in nutrition information</u>	<u>Educational Level</u>		
	<u>Grammar</u> <u>school</u> <u>Percent</u>	<u>High</u> <u>school</u> <u>Percent</u>	<u>College</u> <u>Percent</u>
Active interest	7	23	25
Some interest	44	52	57
Little or no interest	49	25	18
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases:	148	208	44

Table 35. -Relation between education and reported degree of interest homemakers have in information on food

<u>Interest in information on food other than nutrition</u>	<u>Educational Level</u>		
	<u>Grammar</u> <u>school</u> <u>Percent</u>	<u>High</u> <u>school</u> <u>Percent</u>	<u>College</u> <u>Percent</u>
Active interest	7	23	16
Some interest	67	69	73
Little or no interest	26	8	11
	<u>100%</u>	<u>100%</u>	<u>100%</u>
Number of cases:	148	208	44

Table 36.-Relation of level of nutrition information and reported interest in nutrition

<u>Interest in nutrition</u>	<u>Level of nutrition information</u>	
	<u>Some or adequate</u> <u>Percent</u>	<u>Little or none</u> <u>Percent</u>
Active	25	10
Some	55	43
None	20	47
	<u>100%</u>	<u>100%</u>
Number of cases:	198	202

Table 37.-Relation between level of nutrition information and reported interest in food

<u>Interest in food</u>	<u>Level of nutrition information</u>	
	<u>Some or adequate</u> <u>Percent</u>	<u>Little or none</u> <u>Percent</u>
Active	21	13
Some	70	66
None	9	21
	<u>100%</u>	<u>100%</u>
Number of cases:	198	202

Table 38.-Relation between level of nutrition information and number of women who said they had gotten ideas on food from newspapers and magazines

	Level of nutrition information	
	Some or adequate information	Little or no information
	Percent	Percent
Had gotten ideas	71	42
Had not gotten ideas	29	58
Number of cases:	198	202

Table 39.-Percentage of women who said they had gotten ideas from newspapers and magazines, related to age

	Age Groups	
	44 and under	Over 44
	Percent	Percent
Had gotten ideas	62	48
Had not gotten ideas	38	52
Number of cases:	230	170

Table 40.-Percentage of women who said they had gotten ideas from newspapers and magazines, related to education

	Educational Level		
	Grammar school	High school	College
	Percent	Percent	Percent
Had gotten ideas	32	67	82
Had not gotten ideas	68	33	18
Number of cases:	148	208	44

Table 41.-Percentage of women who said they had gotten ideas from newspapers and magazines, related to race

	Race	
	White Percent	Negro Percent
Had gotten ideas	63	39
Had not gotten ideas	37 100%	61 100%
Number of cases:	289	111

Table 42.-Percentage of women who said they had gotten ideas from newspapers and magazines, related to income

	Income Groups		
	Lower third Percent	Middle third Percent	Upper third Percent
Had gotten ideas	40	62	67
Had not gotten ideas	60 100%	38 100%	33 100%
Number of cases:	132	132	132

Table 43.-Percentage of women who said they had gotten ideas from friends and neighbors, related to age

	Age Groups	
	44 and under Percent	Over 44 Percent
Had gotten ideas	35	22
Had not gotten ideas	65 100%	78 100%
Number of cases:	230	170

Table 44.-Relation between level of nutrition information and number of women who said they had gotten ideas on food from booklets and pamphlets

	<u>Level of nutrition information</u>	
	<u>Some or adequate</u> <u>information</u>	<u>Little or no</u> <u>information</u>
	<u>Percent</u>	<u>Percent</u>
Had gotten ideas	38	20
Had not gotten ideas	62	80
Number of cases:	198	202

Table 45.-Percentage of women who said they had gotten ideas from booklets and pamphlets, related to age

	<u>Age Groups</u>	
	<u>44 and under</u> <u>Percent</u>	<u>Over 44</u> <u>Percent</u>
	<u>Percent</u>	<u>Percent</u>
Had gotten ideas	36	19
Had not gotten ideas	64	81
Number of cases:	230	170

Table 46.-Percentage of women who said they had gotten ideas from booklets and pamphlets, related to education

	<u>Educational Level</u>		
	<u>Grammar school</u> <u>Percent</u>	<u>High school</u> <u>Percent</u>	<u>College</u> <u>Percent</u>
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Had gotten ideas	18	36	32
Had not gotten ideas	82	64	68
Number of cases:	148	208	44

Table 47.-Relation between number of sources and number who said they had gotten ideas from the radio 1/

	Group I Had gotten ideas from four or more sources Percent	Group II Had gotten ideas from three or fewer sources Percent
Had gotten ideas from radio	78	30
Had not gotten ideas from radio	22 100%	70 100%
Number of cases:	97	251

1/ Fifty-two homemakers in the sample said they had not gotten any ideas from any source and are omitted from this series on combination of media.

Table 48.-Relation between number of sources and number who said they had gotten ideas from friends and neighbors

	Group I Had gotten ideas from four or more sources Percent	Group II Had gotten ideas from three or fewer sources Percent
Had gotten ideas from friends and neighbors	55	26
Had not gotten ideas from friends and neighbors	45 100%	74 100%
Number of cases:	97	251

Table 49.-Relation between number of sources and number who said they had gotten ideas from newspapers and magazines

	Group I Had gotten ideas from four or more sources Percent	Group II Had gotten ideas from three or fewer sources Percent
Had gotten ideas from newspapers and magazines	81	58
Had not gotten ideas from newspapers and magazines	19 100%	42 100%
Number of cases:	97	251

Table 50.-Relation between number of sources and number who said they had gotten ideas from booklets and pamphlets

	<u>Group I</u> Had gotten ideas from four or more sources <u>Percent</u>	<u>Group II</u> Had gotten ideas from three or fewer sources <u>Percent</u>
Had gotten ideas from booklets and pamphlets	61	23
Had not gotten ideas from booklets and pamphlets	39 100%	77 100%
Number of cases:	97	251

Table 51.-Relation between number of sources and number who said they had gotten ideas from meeting and classes

	<u>Group I</u> Had gotten ideas from four or more sources <u>Percent</u>	<u>Group II</u> Had gotten ideas from three or fewer sources <u>Percent</u>
Had gotten ideas from meetings and classes	31	5
Had not gotten ideas from meetings and classes	69 100%	95 100%
Number of cases:	97	251

Table 52.-Relation between number of sources and number who said they had used ideas obtained

	<u>Group I</u> Had gotten ideas from four or more sources <u>Percent</u>	<u>Group II</u> Had gotten ideas from three or fewer sources <u>Percent</u>
Had used information on nutrition and food	99	84
Had not used information on nutrition and food	1 100%	16 100%
Number of cases:	97	251

Table 53.-Number of women who said they had heard of meetings through various media

<u>Media</u>	<u>Percentage who had heard of meetings</u>
	<u>Percent</u>
Newspapers, magazines	42
Friends and neighbors	27
Radio	11
Parent Teachers Association	3
Distributed circulars	2
Miscellaneous sources	5
Don't know	5
Not ascertained	<u>5</u> <u>100%</u>
Number of cases:	239

Table 54.-Percentage of women who said they had attended meetings who knew someone else who attended

	<u>Percent</u>
Knew someone else who attended	78
Did not know anyone who attended	6
Don't know	3
Not ascertained	<u>13</u> <u>100%</u>
Number of cases:	64

Table 55.-Relation of reported attendance at meetings and children by age groups

	Children's Age Groups	
	10 years and under	Children over 11 or no children
	Percent	Percent
Percentage of women who did attend	21	33
Percentage of women who did not attend	79 100%	37 100%
Number of cases:	95	136

Table No. 56.-Relation between reported attendance at meetings and race

	Race	
	White Percent	Negro Percent
Did attend	19	7
Heard but didn't attend	45	40
Did not hear	36 100%	53 100%
Number of cases:	289	111

Table No. 57.-Relation between reported attendance at meetings and education

	Educational Level		
	Grammar school Percent	High school Percent	College Percent
	Percent	Percent	Percent
Did attend	7	21	22
Heard but didn't attend	43	43	50
Did not hear	50 100%	36 100%	28 100%
Number of cases:	148	208	44

Table 58.—Reasons given for attending meetings

<u>Reasons</u>	Percentage who reported attendance	
	Percent	Percent
Wanted to learn preparation of new dishes and recipes	30	
Curiosity—just wanted to see what was going on	17	
Friends and neighbors attended	11	
Wanted to learn about health and nutrition	8	
Wanted to win prizes offered	8	
Wanted to learn basic fundamentals of cooking and methods of cooking	3	
Miscellaneous reasons	17	
Not ascertained	16	*
Number of cases:	64	

* Percentages total more than 100 as some gave more than one reason.

Table 59.—Replies to the question, "What do you think was the most helpful part of the meeting?"

<u>Replies</u>	Percentage who reported attendance	
	Percent	Percent
Preparation of new dishes and recipes	22	
Nutrition information, general	19	
Basic fundamentals of cooking and methods of cooking	13	
Miscellaneous	9	
Everything helpful	6	
Did not find anything helpful	9	
Don't know	11	
Not ascertained	19	*
Number of cases:	64	

* Percentages total to more than 100 as some mentioned more than one helpful aspect of meetings.

Table 60.-Changes homemakers reported made because of things learned at meetings

<u>Changes made</u>	Percentage who reported
	attendance Percent
Serve more vegetables	13
Serve a more balanced meal	11
Use less water and/or cook vegetables shorter time	8
Serve meat substitute	5
Use of different foods - variety	22
Made no changes	38
Don't know	5
Not ascertained	<u>11</u> *
Number of cases:	64

*Percentages total to more than 100 as some mentioned more than one kind of change.

Table 61.-Replies to the question, "Were there any things about the meetings you didn't like?"

<u>Things disliked about meetings</u>	Percentage who reported
	attendance Percent
Already knew what was being talked about	2
Miscellaneous dislikes	8
Liked everything about the meetings	78
Don't know	2
Not ascertained	<u>10</u> 100%
Number of cases:	64

Table 62.-Replies to the question, "If you heard of another meeting, would you want to attend?"

	Percentage who reported attendance
	Percent
Would want to attend	42
Would not want to attend	22
Conditional answers - convenience, etc.	25
Not ascertained	11
	100%
Number of cases:	64

Table 63.-Reasons given for non-attendance at meetings or classes

	Percentage of those who did not attend
	Percent
No time to go	25
No wish to learn more	21
Children prevent attendance	19
At work at time of the meeting	9
Inconvenient time and location	9
Poor health	5
Insufficient information about meetings	3
Suggestions too impractical, expensive	2
Miscellaneous reasons	3
Didn't want to go--not ascertained reasons	8
Don't know	1
	*

Number of cases:

175

*Percentages total to more than 100 as some mentioned more than one reason.

Table 64.-Relation between age of children and reasons given for non-attendance of women who have heard of meetings

	Children by Age Groups		
	10 years and under Percent	11-18 years Percent	No children Percent
Inconvenience (time, location, no place to leave children)	77	68	35
No wish to learn more	16	12	36
Miscellaneous reasons (poor health, didn't want to go alone, insufficient information about meetings, unfamiliar with town)	19	40	31
Not ascertained	3 *	12 *	5 *
Number of cases:	75	25	75

*Percentages total to more than 100 as some gave more than one reason.

Table 65.-Relation between age of homemaker and reasons given for non-attendance

	Age Groups	
	44 and under Percent	Over 44 Percent
Inconvenience (time, location, no place to leave children)	69	28
No wish to learn more	19	42
Miscellaneous reasons (poor health, didn't want to go alone, insufficient information about meetings, unfamiliar with town)	15	36
Not ascertained	4 *	3 *
Number of cases:	99	76

*Percentages total to more than 100 as some gave more than one reason.

Table 66.-Relation of reported attendance at meetings or classes and group of women that homemakers said they think attend meetings

Group of women	Proportion of homemakers who had heard of meetings or classes	
	Had attended meetings	Had not attended meetings
	Percent	Percent
Age and family status groups (young married women, women with no young children, mothers, etc.)	30	23
Occupational groups (workers' wives, housewives, food dispensers, etc.)	14	14
Economic class (high economic class, middle income class, low economic class)	9	3
Members of own group (neighbors, etc.)	6	2
Organizational groups (PTA, etc.)	3	1
No specific group mentioned (people who have time, people who want to know more about cooking)	20	30
Group doesn't matter, anyone can go	19	10
Miscellaneous	5	5
Don't know	-	21
Not ascertained	14	3
	*	*
Number of cases:	64	175

* Percentages total to more than 100 as some women mentioned more than one group.

Table 67.-Factors that apparently would induce women to go to meetings

Factors	Proportion of women who did not attend meetings
	Percent
Hold classes at more convenient time	9
Provide for care of children	4
Hold classes at more convenient places	2
Information should be more practical	1
Give out more advance information about meetings	1
Hold classes for colored people also	1
Nothing need be done--not interested in attending, don't have time to attend	45
Nothing need be done--meetings are satisfactory	14
Miscellaneous	3
Don't know what can be done	10
Not ascertained	10
	100%
Number of cases:	175

Table 68.-Replies to the question, "How helpful do you think these meetings would be to women like yourself?"

	Proportion who had not heard of meetings or classes
	Percent
Would be helpful	77
Would not be helpful	16
Don't know	2
Not ascertained	5
	100%
Number of cases:	161

Table 69.-Relation of women who had not attend meetings or classes and attitude toward attending

	Proportion who had not heard of meetings or classes	Percent
Would attend the meeting	30	
Would not attend the meeting	30	
Conditional answers	34	
Don't know	1	
Not ascertained	5	100%
Number of cases:	161	

Table 70.-Relation between education and reported taking of cooking or nutrition class in school

	Educational level		
	Grammar school Percent	High school Percent	College Percent
Had taken a nutrition or cooking class	15	41	59
Had not taken a nutrition or cooking class	85	59	41
	100%	100%	100%
Number of cases:	148	208	44

Table 71.-Relation between age and reported taking of cooking or nutrition class in school

	Age groups	
	Under 44 Percent	Over 44 Percent
Had taken a nutrition or cooking class	50	11
Had not taken a nutrition or cooking class	50	89
	100%	100%
Number of cases:	230	170

Table 72.-Replies to the question, "How helpful have these classes been?"

	<u>Percent</u>
Had been helpful	70
Had not been helpful	<u>30</u> 100%
Number of cases:	135

Table 73.-Relation between the grade in which these classes were reported taken and whether they were considered helpful

	Classes taken in grammar and junior high school	Classes taken in high school and college
	<u>Percent</u>	<u>Percent</u>
Were helpful	57	85
Were not helpful	43	15
Number of cases:	100%	100%
	75	55

Table 74.-Reported helpfulness of information obtained in school nutrition classes compared with information from other sources

	<u>Percent</u>
Knowledge gained in school more helpful	27
Knowledge gained from other sources more helpful	33
No difference between two sources	7
Not able to make comparison	10
Don't know	7
Not ascertained	<u>16</u> 100%
Number of cases:	135

Table 75.-Kinds of ideas reported obtained through cooking classes in school

Kind of ideas	Proportion who had obtained ideas through cooking classes in school	<u>Percent</u>
	Percent	
Basic fundamentals of cooking and various methods of cooking		53
Nutrition information, general		28
Preparation of new dishes and recipes		19
		<u>100%</u>
Number of cases:		135

Table 76.-Number of women who reported having had children in school during last 5 years

	<u>Percent</u>
Have children attending school, or have had children attending in last 5 years	41
Have no children attending school, or have had no children attending in last 5 years	59
	<u>100%</u>
Number of cases:	400

Table 77.-Number of women who reported having children enrolled in cooking or nutrition classes in school now or during last 5 years

	<u>Percent</u>
Children have taken cooking or nutrition classes	19
Children have not taken cooking or nutrition classes	79
Don't know	2
	<u>100%</u>
Number of cases:	166

Table 78.—Number of women who attributed any nutrition information to their children's experience with school nutrition education

	<u>Percent</u>
Attributed information to children's experience	51
Did not attribute information to children's experience	42
Don't know	5
Not ascertained	<u>2</u> <u>100%</u>
Number of cases:	166

Table 79.—Relation of level of nutrition information and media homemakers say they think most helpful for disseminating nutrition information

Media	Level of nutrition information	
	Some or adequate information	Little or no information
	<u>Percent</u>	<u>Percent</u>
Newspapers, magazines	38	23
Radio programs	13	21
Books, pamphlets	20	18
Meetings, classes	15	14
Doctors, nurses, clinics	2	5
School children	2	*
Grocery stores	2	*
Movies	1	*
Miscellaneous	3	3
Don't know	2	14
Not ascertained	<u>2</u> <u>100%</u>	<u>2</u> <u>100%</u>
Number of cases:	198	202

*Less than 1 percent

Table 80. Media homemakers say they think most helpful for disseminating nutrition information, related to education

Media	Educational level		
	Grammar school Percent	High school Percent	College Percent
Radio programs	29	10	14
Newspapers, magazines	17	35	45
Books, pamphlets	9	24	30
Meetings, classes	18	14	7
Grocery stores	1	1	-
Doctors, nurses, clinics	6	3	-
School children	-	2	2
Miscellaneous sources	4	4	-
Don't know	13	6	-
Not ascertained	<u>3</u> <u>100%</u>	<u>1</u> <u>100%</u>	<u>2</u> <u>100%</u>
Number of cases:	148	208	44

Table 81. Media homemakers say they think most helpful for dissemination of nutrition information, related to age

Media	Age groups	
	44 and under Percent	Over 44 Percent
Newspapers and magazines	34	26
Booklets, pamphlets	24	12
Meetings, classes	16	13
Radio programs	13	22
School children	2	-
Doctors, nurses, clinics	2	5
Grocery stores	1	1
Movies	*	-
Miscellaneous sources	2	5
Don't know	5	12
Not ascertained	<u>1</u> <u>100%</u>	<u>4</u> <u>100%</u>
Number of cases:	230	170

*Less than 1 percent

Table 82.-Media homemakers say they think most helpful for disseminating nutrition information, related to income

Media	Income groups		
	Lower third Percent	Middle third Percent	Upper third Percent
Newspapers, magazines	20	36	35
Booklets, pamphlets	20	20	17
Meetings, classes	17	16	12
Radio programs	15	14	21
Doctors, nurses, clinics	5	4	2
Grocery stores	1	-	1
Movies	1	-	-
School children	-	3	1
Miscellaneous	5	4	2
Don't know	13	2	6
Not ascertained	2	1	3
	100%	100%	100%
Number of cases:	132	132	132

Table 83.-Media homemakers say they think most helpful for disseminating nutrition information, related to race

Media	Race	
	White Percent	Negro Percent
Newspapers, magazines	35	19
Booklets, pamphlets	22	12
Radio programs	16	18
Meetings, classes	11	23
Doctors, nurses, clinics	3	5
School children	1	2
Movies	*	-
Grocery stores	*	2
Miscellaneous	4	4
Don't know	6	13
Not ascertained	2	2
	100%	100%
Number of cases:	289	111

*Less than 1 percent

Table 84.—Homemakers' reported usage of nutrition information obtained

	Percent	Percent
Had received nutrition information		52
Used ideas gotten on nutrition information	33	
Did not use ideas gotten on nutrition information	19	
Have not received nutrition information		$\frac{48}{100\%}$
Number of cases:		400

Table 85.—Homemakers' reported usage of ideas gotten on preparation of new dishes and recipes

	Percent	Percent
Had received information on food and its preparation		66
Used ideas gotten on preparation of new dishes and recipes	58	
Did not use ideas gotten on preparation of new dishes and recipes	8	
Had not received information on food and its preparation		$\frac{34}{100\%}$
Number of cases:		400

Table 86.—Relation between level of nutrition information and reported preparation of new dishes and recipes

	Level of nutrition information			
	Some or adequate information	Little or no information	Percent	Percent
Had received information on food and its preparation	78			56
Used ideas gotten	69			48
Did not use ideas gotten	9			8
Had not received information on food and its preparation		22		$\frac{44}{100\%}$
Number of cases:		$\frac{100\%}{198}$		202

Table 87.—Relation between level of nutrition information and homemakers' reported usage of nutrition information obtained

	Level of nutrition information			
	Some or adequate information		Little or no information	
	Percent	Percent	Percent	Percent
Had received nutrition information		63		41
Used ideas gotten	43		23	
Did not use ideas gotten	20		18	
Had not received nutrition information		<u>37</u> <u>100%</u>		<u>59</u> <u>100%</u>
Number of cases:		198		202

Table 88.—Homemakers' reported usage of nutrition information they had obtained, related to education

	Educational level		
	Grammar school	High school	College
	Percent	Percent	Percent
Used ideas gotten on nutrition information	19	40	48
Did not use ideas	16	19	30
Did not get any ideas on nutrition information	<u>65</u> <u>100%</u>	<u>41</u> <u>100%</u>	<u>22</u> <u>100%</u>
Number of cases:	148	208	44

Table 89. Homemakers' reported usage of ideas gotten on preparation of new dishes and recipes, related to education

	Educational level		
	Grammar school Percent	High school Percent	College Percent
Used ideas gotten	41	69	66
Did not use ideas gotten	8	7	11
Did not get any ideas on preparation of new dishes and recipes	51 100%	24 100%	23 100%
Number of cases:	148	208	44

Table 90. Homemakers' reported usage of nutrition information they have obtained, related to income

	Income groups		
	Lower third Percent	Middle third Percent	Upper third Percent
Used ideas gotten	30	38	31
Did not use ideas gotten	18	14	24
Did not get any ideas on nutrition information	52 100%	48 100%	45 100%
Number of cases:	132	132	132

Table 91.-Homemakers' reported usage of ideas gotten on preparation of new dishes and recipes related to income

	Income groups		
	Lower third Percent	Middle third Percent	Upper third Percent
Used ideas gotten	46	64	66
Did not use ideas gotten	6	9	8
Did not get any ideas on preparation of new dishes and recipes	48	27	26
	100%	100%	100%
Number of cases:	132	132	132

Table 92.-Homemakers' reported usage of nutrition information they have obtained, related to age

	Age groups	
	44 and under Percent	Over 44 Percent
Used ideas gotten	41	22
Did not use ideas gotten	21	15
Did not get any ideas on nutrition	38	63
	100%	100%
Number of cases	230	170

Table 93.-Homemakers' reported usage of ideas gotten on preparation of new dishes and recipes related to age

	Age groups	
	44 and under Percent	Over 44 Percent
Used ideas gotten	67	47
Did not use ideas gotten	8	7
Did not get any ideas on preparation of new dishes and recipes	25	46
	100%	100%
Number of cases	230	170

Table 94.-Number of homemakers who said they are in a stress situation regarding food

	<u>Percent</u>
Food reported a problem	77
Food reported not a problem	23
	<u>100%</u>
Number of cases:	400

Table 95.-Nature of food problem reported

	<u>Proportion of women with food problems</u>
	<u>Percent</u>
High price of food	97
Poor quality and selection of food	9
Planning meal (getting variety, satisfying family's taste)	5
Miscellaneous food problems	1
	<u>*</u>
Number of cases:	309

* Percentages total to more than 100 as some women mentioned more than one kind of food problem.

Table 96.-Reported ways in which food problems have been met

Have met the problem by:	<u>Proportion of women with food problems</u>
	<u>Percent</u>
Cutting down on quantity of food bought	37
Substitution	25
Shopping more intensively for bargains	11
Growing own vegetables, home preserving	4
Miscellaneous ways	4
Didn't do anything to meet the problem	50
Didn't know how problem is met	*
Not ascertained	4
	<u>**</u>
Number of cases:	309

* Less than 1 percent.

**Percentages total to more than 100 as some women mentioned more than one way of meeting food problem.

Table 97.-Proportion of women who reported having cut down quantity because of cost

	Percent
Had cut down on food	70
Had not cut down on food	30
	<u>100%</u>
Number of cases:	400

Table 98.-Number of women who reported having cut down on various foods

Foods cut down	Proportion who had cut down on foods because of cost	
	Percent	
Meats, poultry, fish	96	
Vegetables	16	
Butter	10	
Fruits	6	
Milk	5	
Sugar, sweets	5	
Bread, cereals	4	
Eggs	3	
	<u>*</u>	
Number of cases:	279	

* Percentages total to more than 100 as many women mentioned cutting down on more than one food.

Table 99.-Number of homemakers who said that nutrition information would be used to alleviate stress in their food situation

	Percent
Nutrition information would help	62
Nutrition information would not help	29
Don't know whether nutrition information would help or not	8
Not ascertained	1
	<u>100%</u>
Number of cases:	400

Table 100.-Relation of age and homemakers' opinion that more information about kinds of foods would be helpful

	Age groups	
	44 and under	Over 44
	Percent	Percent
Information would be helpful	72	49
Information would not be helpful	23	37
Don't know whether information would be helpful or not	4	12
Not ascertained	<u>1</u> 100%	<u>2</u> 100%
Number of cases:	230	170

Table 101.-Number of homemakers who said they thought adult family members were getting enough of all kinds of food

	Percent
Getting enough	84
Not getting enough	13
Don't know	2
Not ascertained	<u>1</u> 100%
Number of cases:	400

Table 102.-Number of homemakers who said they thought their children were getting enough of all kinds of food

	Proportion with children 4 years old and over
	Percent
Children were getting enough	88
Children were not getting enough	9
Not ascertained	<u>3</u> 100%
Number of cases:	207

Table 103.-Relation of race and homemakers' reported belief that adults in family are getting enough of all kinds of food.

	Race	
	White Percent	Negro Percent
Getting enough	89	72
Not getting enough	3	20
Adults will not eat foods served	5	4
Foods adults dislike were not served	*	1
Don't know	2	2
Not ascertained	1	1
	100%	100%
Number of cases:	289	111

*Less than 1 percent.

Table 104.-Relation of race and homemakers' reported belief that their children are getting enough of all kinds of food

	Race	
	White Percent	Negro Percent
Getting enough	69	56
Not getting enough	4	23
Children will not eat foods served	23	13
Foods children dislike were not served	1	2
Not ascertained	3	6
	100%	100%
Number of cases:	154	52

Table 105.-Family members' opinions about changes made in kinds of foods served

	Percent	Percent
Family members have no objections to changes		64
Serve foods family may not like	35	
Do not serve foods family may not like	29	
Family members object to changes		22
Made no changes in kind of foods served		7
Not applicable--only one person in family		4
Not ascertained		3
Number of cases:	100%	400

Table 106.-Members of family said to object to change

	Proportion of women whose family object to change	Percent
Husband		61
Sons		15
Daughters		10
Children (sex not ascertained)		18
Other family members (mother, father, etc.)		2
Not ascertained		15
		*
Number of cases:		88

* Percentages total to more than 100 as some women mentioned more than one family member objecting to change.

Table 107.-Homemakers' choice from checklist of possible techniques for getting homemakers to use nutrition information

	Percent
By pointing out to them that the foods they should eat are better for health and growth of their children	27
By pointing out to them that if they eat the foods they should, they are likely to have more energy and may live longer	26
By pointing out to them the importance to health of foods they should eat	21
By pointing out to them that through use of foods they should eat, they can cut their food costs	11
By pointing out to them that the foods they should eat taste good	6
By pointing out to them that if their husbands eat the foods they should, they probably won't lose time off their jobs and so probably won't lose income for lost time	4
By pointing out to them that the foods they should eat look good on the table	4
Don't know	1
	100%
Number of cases:	400

Table 108.—Where booklets and pamphlets about food were obtained, according to replies

<u>Source</u>	<u>Percent</u>
Stores	31
School	10
Doctors, nurses, clinics	10
Food processors	10
Insurance company	9
Demonstrations, meetings	7
Government	6
Appliance manufacturers	3
Gas and electric companies	3
Newspapers, magazines	2
Miscellaneous sources	8
Don't know where	8
Not ascertained	4
	*
Number of cases:	166

*Percentages total to more than 100 as more than one source was mentioned by some homemakers.

CLASSIFICATION OF
KINDS OF INFORMATION WANTED BY THESE HOMEMAKERS

Preparation of new dishes and recipes

Planning of meals and menus
Use of left-overs
How to prepare foods attractively
How to make salads
How to serve food differently
Substituting one food for another

How to buy food

Recognition of quality and type of food

Nutrition information on representative topics

Serve more vegetables and why
Eat more vegetables and why
Serve a more balanced meal
Drink more milk and why
Fruits are good for you
Learn the food elements
Eat less sweets and why
Eat less fried foods and why
Drink juices - eat fruit
Eat a full breakfast for health
Take vitamins if needed
Meat builds parts of body

Basic fundamentals of cooking

How to bake
Use of pressure cooker
Use of waterless cooker
Preservation of food
Use of time-saving devices or techniques
Preparation of food, general
How to cook meats
Broiling instead of frying - why
Cooking vegetables a shorter time
Cooking meats a shorter time
How to cook vegetables
Miscellaneous cooking techniques

Miscellaneous

How to set a table

Questions and codes used to ascertain the homemakers' level of information on nutrition

What do you have in mind when you plan your meals, aside from whether it tastes good?

What kind of food do you think you should include in your meals?

Why would you include that?

Meat
Vegetables and fruits
Milk
Butter
Bread, cereals
Desserts
Not ascertained
No particular food thought necessary
Food not mentioned

Reasons for including meat in the meal

Low Group

Custom or habit—it's part of the meal
It is a good-tasting food—likes it
It is a healthful food—good for you—you have to have it
It appeases hunger—fills you up
It prevents illness—doctors say it should be eaten
It contains energy (keeps blood warm)

Middle Group

It builds the body, general
It builds muscle
It builds blood
It contains protein
It contains iron
It contains minerals
It contains vitamins

Upper Group

It contains iron needed for the blood
It contains protein needed for growth or building body tissue
It contains at least two important nutrients—iron, protein, thiamin, niacin
It contains at least two specific B vitamins—thiamin, niacin, riboflavin
Don't know

Reasons for including vegetables, fruit in the meal

Low Group

Custom or habit—it's part of a meal
They are good-tasting foods—like them
They are healthful foods—good for you—you have to have them
They appease hunger—fill you up
They prevent illness—doctors say they should be eaten

Middle Group

Something green is good for you
They act as a laxative
They provide energy (potatoes and root vegetables)
They contain starch
They contain minerals
They contain vitamins
They contain calcium
They contain iron
They contain Vitamin A
They contain Vitamin C

Upper Group

Vegetables add bulk to the diet, especially leafy green and yellow vegetables
Vegetables and fruit contain minerals and vitamins
Vegetables and fruit are good for at least two specific nutrients—Vitamin C, Iron, Vitamin A, Calcium
Potatoes contain starch which supply energy
Leafy green, yellow vegetables are good for Vitamin A
Leafy green, yellow vegetables are good for Vitamin C
Citrus fruits and tomatoes are good for Vitamin C
Leafy green, yellow vegetables are good for iron
Several nutrients mentioned that are found in the same class of vegetables or fruits as—
Leafy green, yellow vegetables—Iron, Vitamin A, Calcium
Citrus fruits, tomatoes—Vitamin C
Potatoes—Iron, energy
Sweet potatoes—Vitamin A, niacin, thiamin
Root vegetables—energy, some iron
Don't know

Reasons for including milk in the meal

Low Group

Custom or habit—it's part of the meal
It is a good tasting food—likes it
It is a healthful food—good for you—you have to have it
It prevents illness—doctors say you should drink it
It is needed to complete the meal

Middle Group

It builds the body—general
It builds bones and teeth
It helps prevent rickets
It contains protein
It contains minerals
It contains vitamins
It contains calcium

Upper Group

It contains good quality protein, especially good for growing children
It contains calcium—necessary for building bones and teeth
It contains vitamin A
Respondent mentions at least two nutrients for which it is important—(protein, calcium, riboflavin)
It is sometimes fortified with vitamin D
It is a good source of riboflavin
Don't know

Reasons for including bread, cereals in the meal

Low Group

Custom or habit—it's part of the meal
It's a good tasting food—likes it
It is a healthful food—good for you—you have to have it
It fills you up
Doctor says you should eat it
It is needed to complete the meal

Middle Group

It provides energy
It contains starch
It contains protein
It contains minerals
It contains vitamins

Upper Group

Whole-grain or enriched cereals and breads contain more minerals and vitamins than other kinds
It contains iron
It contains calcium
Specific vitamin mentioned—thiamin, niacin, riboflavin
Mentions more than one nutrient found in bread—protein, iron, thiamin, food energy
Bread and cereals supply many nutrients cheaply
Enriched—fortified or whole-grain cereals contain more iron, thiamin, riboflavin, and niacin than unenriched or highly refined cereals
Don't know

Reasons for including desserts in the meal

Low Group

Custom or habit—they are part of a meal
It's a good-tasting food—likes it
Healthful food—good for you—you have to have them
Doctor says you should have them
They are needed to complete the meal; menu calls for something sweet

Middle Group

Desserts provide energy
Desserts contain carbohydrates, starch or sugar

Upper Group

Desserts contain sugar or carbohydrates which is needed to furnish energy
After all the essential nutrients have been included in the diet by using other foods, desserts can be used to provide any additional energy that is needed. People of different ages and doing different kinds of work need varying amounts of food energy

Don't know

Question: "What do you have in mind when you plan your meals, aside from whether it tastes good?"

Low Group

What the family likes
The cost of the food
Foods that are filling—"a square meal"
Meals that have variety
Availability of foods in store
Attractive appearance of meals

Middle Group

A balanced diet with no qualifications
Foods that are nourishing, that are healthful
Specific food groups—meat, vegetables, and milk, or examples of food from different groups, such as beef, potatoes, cabbage, and milk
Foods that contain necessary nutrients—some classes of nutrients specifically mentioned, such as proteins, vitamins, minerals, etc.
Meals with variety with qualifications, such as meat, vegetables, etc. (Foods from different groups should be mentioned)

Upper Group

Certain food groups mentioned—must mention meat, Vegetables and Fruits, and Milk

All major classes of nutrients needed for an adequate diet mentioned—energy, protein, minerals and vitamins

Meals that have all the major nutrients needed for an adequate diet—mentioned specifically—

carbohydrates and fats	Vitamin A
protein	B or thiamin
calcium	C or ascorbic acid
iron	G or riboflavin

Niacin

All food groups mentioned in the Basic Seven, with possibly some reference to number of times foods from each group should be used

Food Groups

1. Leafy green, yellow vegetables
2. Citrus fruits and tomatoes
3. Potatoes and other vegetables and fruits
4. Meat, poultry and fish—eggs, dried beans, peas
5. Milk, cheese, ice cream
6. Bread, cereals
7. Butter and fortified margarine

Miscellaneous

Don't plan meals

Don't know

Questions and codes used to measure the homemakers' interest in food and its preparation; interest in nutrition

RESPONDENT'S INTEREST IN OBTAINING INFORMATION PERTAINING TO FOODS AND TO NUTRITION

Information gained in the last few years

Has gained a lot of information in the last few years about foods
Has gained some information in the last few years about foods
Has not gained any information in the last few years about foods

Has gained a lot of information in the last few years about nutrition
Has gained some information in the last few years about nutrition
Has not gained any information in the last few years about nutrition

Need for additional information

Has a definite desire to gain more information about foods
Feels some need for additional information about foods—as, "we can always use advice"
Feels no need for additional information about foods
Has a definite desire to gain more information about nutrition
Feels some need for additional information about nutrition
Feels no need for additional information about nutrition

Have you discussed with members of your family or your friends and neighbors the different kinds of foods you should eat?

Has discussed with members of family or friends and neighbors about food and has gotten ideas
Has not discussed with members of family or friends and neighbors about food or has discussed but has gotten no ideas
Has discussed food and has gotten ideas, with specific reference to nutritional values of foods
Has not discussed the nutritive values of foods or has discussed food, but has gotten no ideas

Do you ever listen to any radio programs about what kinds of food people should eat?

Listens to radio programs and has gotten ideas relating to food
Does not listen to radio programs relating to food or listens but has gotten no ideas
Listens to radio programs and has gotten ideas relating to nutrition
Does not listen to radio programs relating to nutrition or listens but has gotten no ideas
Has no radio

Have you read anything in the newspapers or in magazines about what people should eat?

- Reads material in newspapers or magazines and has gotten ideas relating to food
- Does not read material in newspapers or magazines or reads but has gotten no ideas relating to food
- Reads material in newspapers or magazines and has gotten ideas relating to nutrition
- Does not read about nutrition in newspapers or magazines or reads but has gotten no ideas
- Reads no paper or magazines

Have you ever seen any booklets or pamphlets about what to eat?

- Has seen booklets or pamphlets and has gotten ideas relating to food
- Has seen booklets or pamphlets but has gotten no ideas relating to food
- Has seen booklets or pamphlets and has gotten ideas relating to nutrition
- Has seen booklets or pamphlets but has gotten no ideas relating to nutrition
- Has not seen booklets

Have you ever heard of any meetings or classes here in Richmond for housewives to learn about foods?

Did you go to any of the meetings or classes?

What ideas did you get about the different types of food you should eat?

- Has heard of meetings or classes, has attended and has gotten ideas on food
- Has heard but has not gone to meetings or classes or has gone but has not gotten ideas on food
- Has heard of meetings or classes, has attended and has gotten nutrition information
- Has heard but has not gone to any meetings, or has gone but has not gotten any nutrition information
- Has not heard of meetings or classes

Do your children tell you anything they learn in school about the types of food they should eat?

What kinds of things do they tell you?

- Has children in school who have told respondent about foods and she has gotten ideas from them
- Has children in school who have not told respondent anything about foods or children have told respondent about foods but she has gotten no ideas from them
- Has children in school who have told respondent about the nutritive value of foods and she has gotten ideas from them
- Has children in school who have not told respondent anything about the nutritive value of foods or children have told respondent about the nutritive value of foods but she has gotten no ideas from them
- Has no children or no children of school age

(Friends and neighbors) "What ideas have you used?"

- Has made use of information about foods
- Has not made use of information about foods
- Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- Has gotten no nutrition information or has made no use of nutrition information

(Radio programs) "What ideas have you used?"

- Has made use of information about foods
- Has not made use of information about foods
- Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- Has gotten no nutrition information or has made no use of nutrition information
- No radio

(Newspapers or magazines) "What ideas have you used?"

- Has made use of information about foods
- Has not made use of information about foods
- Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- Has gotten no nutrition information or has made no use of nutrition information
- Does not read newspapers, magazines

(Booklets or pamphlets) "What ideas have you used?"

- Has made use of information about foods
- Has not made use of information about foods
- Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- Has gotten no nutrition information or has made no use of nutrition information
- Has not seen booklets or pamphlets

NUTRITION RATING ONLY

(School children) "What changes have you made in the meals you serve because of what they have told you?"

- 1 Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- 2 Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- 3 Has gotten no nutrition information or has made no use of nutrition information

No children

"Have you made any changes in the foods you serve to the adult members in your family in the last few years?"

"What changes have you made?"

- 1 Has made good use of nutrition information--plans meals so they will contain (1) all necessary food nutrients, (2) the basic 7 food groups, etc.
- 2 Has made some use of nutrition information--serves more milk and vegetables, tries to have a balanced meal, eats better breakfasts, etc.
- 3 Has gotten no nutrition information or has made no use of nutrition information

VALIDATION OF THE SAMPLE

For the characteristics for which relatively comparable census data are available, the parallel distributions from the sample and from census data are presented to give a measure of the validity of the sample. Comparable data were limited because the sample has in it only women 18 years of age and over.

Comparison of sample and census percentage distributions

Comparison of age groups

Age groups	Sample Percent	Census Percent
44 years of age and under	58	63
Over 44 years of age	42	37
	<u>100%</u>	<u>100%</u>

Race comparison

Race groups	Sample Percent	Census Percent
White	72	70
Non-white	28	30
	<u>100%</u>	<u>100%</u>

